

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously presented) A method for interpreting a knowledge item, comprising:
receiving a knowledge item;
identifying information to be used in interpreting the knowledge item, the information identified as having a predefined relationship with the knowledge item;
determining at least one meaning of the identified information;
determining a plurality of meanings of the knowledge item
selecting at least one of the plurality of meanings using the at least one meaning of the identified information; and
recording the selected at least one of the plurality of meanings as an interpretation of the knowledge item.
2. (Previously presented) The method of claim 1, wherein the knowledge item is a keyword received as input to a search engine.
3. (Previously presented) The method of claim 1, wherein the identified information comprises articles.

4. (Original) The method of claim 3, wherein the articles comprise an advertisement from an advertiser who has bid on the knowledge item.

5. (Original) The method of claim 4, wherein the articles further comprise a web page associated with the advertisement.

6. (Previously presented) The method of claim 5, wherein the identified information further comprises data.

7. (Original) The method of claim 6, wherein the related data comprises cost per click data associated with the advertisement.

8. (Previously presented) The method of claim 1, wherein determining the plurality of meanings of the knowledge item further comprises processing the knowledge item to determine any known associated concepts.

9. (Previously presented) The method of claim 1, wherein the plurality of meanings correspond to a plurality of associated concepts and wherein selecting the at least one of the plurality of meanings comprises selecting at least one of the associated concepts.

10. (Currently amended) The method of claim 9, further comprising:

establishing a probability₁ for each of the plurality of meanings₁ that the knowledge item ~~should~~ be resolved to the one of the plurality of meanings;

determining a strength of relationship between (1) each of the plurality of meanings and (2) the at least one meaning-of the identified information; and

adjusting the probability for each of the plurality of meanings based on the strengths, wherein the adjusted probability is used in selecting the at least one of the plurality of meanings.

11. (Previously presented) The method of claim 1, wherein the plurality of meanings comprises a weighted vector of concepts.

12. (Previously presented) The method of claim 1, wherein the the plurality of meanings comprises related clusters of words.

13. (Currently amended) The method of claim 1, further comprising:

establishing a probability₁ for each of the plurality of meanings₁ that the knowledge item ~~should~~ be resolved in part to the one of the plurality of meanings; and

establishing a probability₁ for the meaning of the identified information₁ that the knowledge item ~~should~~ be resolved in part to the meaning of the identified information.

14. (Previously presented) A computer-readable medium containing program code for interpreting a knowledge item, comprising:

program code for receiving a knowledge item;

program code for identifying information to be used in interpreting the knowledge item, the information identified as having a predefined relationship with the knowledge item;

program code for determining at least one meaning of the identified information;

program code for determining a plurality of meanings of the knowledge item;

program code for selecting at least one of the plurality of meanings using the at least one meaning of the identified information; and

program code for recording the selected at least one of the plurality of meanings as an interpretation of the knowledge item.

15. (Previously presented) The computer-readable medium of claim 14, wherein the knowledge item is a keyword received as input to a search engine.

16. (Previously presented) The computer-readable medium of claim 14, wherein the identified information comprises articles.

17. (Original) The computer-readable medium of claim 16, wherein the articles comprise an advertisement from an advertiser who has bid on the knowledge item.

18. (Original) The computer-readable medium of claim 17, wherein the articles further comprise a web page associated with the advertisement.

19. (Previously presented) The computer-readable medium of claim 18, wherein the identified information further comprises data.

20. (Original) The computer-readable medium of claim 19, wherein the related data comprises cost per click data associated with the advertisement.

21. (Previously presented) The computer-readable medium of claim 14, wherein program code for determining the plurality of meanings of the knowledge item further comprises program code for processing the knowledge item to determine any known associated concepts.

22. (Previously presented) The computer-readable medium of claim 14, wherein the plurality of meanings correspond to a plurality of associated concepts and program code for selecting the at least one of the plurality of meanings comprises program code for selecting at least one of the associated concepts.

23. (Currently amended) The computer-readable medium of claim 22, further comprising:
program code for establishing a probability_i for each of the plurality of meanings_i that the knowledge item ~~should~~ be resolved to the one of the plurality of meanings;

program code for determining a strength of relationship between (1) each of the plurality of meanings and (2) the at least one meaning of the identified information; and

program code for adjusting the probability_i for each of the plurality of meanings_i based on the strengths, wherein the adjusted probability is used in selecting the at least one of the plurality of meanings.

24. (Previously presented) The computer-readable medium of claim 14, wherein the plurality of meanings comprises a weighted vector of concepts.

25. (Previously presented) The computer-readable medium of claim 14, wherein the plurality of meanings comprises related clusters of words.

26. (Currently amended) The computer-readable medium of claim 14, further comprising:
program code for establishing a probability_i for each of the plurality of meanings_i that the knowledge item ~~should~~ be resolved in part to the one of the plurality of meanings; and
program code for establishing a probability_i for the meaning of the identified information, that the knowledge item ~~should~~ be resolved in part to the meaning of the identified information.

27. (Previously presented) A method for outputting advertisements related to web page content, comprising:

receiving a keyword;
identifying information to be used in interpreting the keyword, the information
identified as having a predefined relationship with the keyword;
determining at least one meaning of the identified information;
selecting at least one of a plurality of meanings of the keyword-using the at least one
meaning of the identified information;
matching the keyword to content associated with a web_page;
matching the keyword to an advertisement based at least in part on the selected at least
one meaning;
selecting the advertisement to associate with the content; and
outputting the selected advertisement.

28. (Previously presented) The method of claim 27, wherein the identified information
comprises text of advertisements associated with advertisers who have bid on the keyword.

29. (Previously presented) The method of claim 28, wherein the identified information
comprises destination web pages associated with the advertisements.

30. (Previously presented) The method of claim 28, wherein the identified information
comprises other keywords bid on by the advertisers.

31. (Previously presented) The method of claim 27, wherein the identified information comprises search results associated with the keyword.